

## Executive seeks "Boost" for small firms

King County Executive Ron Sims recently transmitted to the Metropolitan King County Council two ordinances that constitute critical elements of the new Contracting Equity Framework. Adoption of the two ordinances by the Council will place King County and its regional partners on the leading edge of local governments with a new and courageous approach to ensuring that contracting opportunities remain available to a broad spectrum of contractors. The framework was developed in cooperation with our regional partners in the City of Seattle, Port of Seattle, Seattle School District and the University of Washington. More than 100 stakeholders in the public contracting process participated in developing the Contracting Equity Framework, a four-pronged strategy for improving fairness in the award of public and private contracts throughout King County.

### The framework consists of the following:

**The Fair Contracting Practices ordinance** is designed to

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## County's Office of Trade puts King County on the map

**W**hen King County Executive Ron Sims appointed Liz Thomas to head the County's new Office of Trade in 1997, she faced a formidable task: Increase the amount of international trade by small and mid-size businesses, and market the County as an attractive trading

"Small and mid-size businesses have a much greater upside potential to expand their sales and employment than do the region's largest companies," said County Executive Ron Sims, citing the study, which predicted that new and increased business through trade could generate an additional \$8



King County International Airport's planning team prepares for the WTO Ministerial Meeting, Nov. 29 -Dec. 3 in Seattle.

partner to businesses around the world. Two years later, she's barely paused to catch her breath.

A 1998 study recommended by King County's International Trade Board confirmed the importance of her mission, revealing that King County's small and mid-sized businesses (those with fewer than 500 employees) are failing to exploit international trade opportunities, and therefore missing out on millions of dollars worth of sales.

billion within five years.

"Small businesses face the same bottom-line business decisions as big firms, but have fewer resources," says Liz Thomas. There are 9,500 small to mid-size companies in King County that are trade-ready, meaning that they have a viable product or service, have the finances to expand globally, and plan to develop international business in the next three to five years. The challenges

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King County  
Department of Finance

they face seem daunting: How do I factor this kind of expansion into my 5- and 10-year business plans? Or even more basic: How do I get started?

Thomas approached the challenge straight on: She gave the small and mid-size business owners what they asked for. The survey revealed that the greatest barrier to embarking into the world of trade was fear — fear of risk, of unfamiliar cultures, customs and language, and a very real fear of costly mistakes. “It’s mostly fear of the unknown,” says Thomas. Companies with some likelihood of trading identified three services that would help motivate them: access to trade leads, information about exporting and help in searching for a distributor or agent.

Thomas therefore focused the Office of Trade, Commerce and International Affairs on demystifying trade and serving as a clearinghouse to connect trade-ready businesses with the resources they need to get started. “The services exist,” says Thomas, “but they’re not always easy to find. Now we can connect a business with everything from advice on marketing and transportation logistics to taking part in a trade mission.”

Small business owners want to get information quickly and easily, either on-line or hard copy. The office provides both, as well as a website, [www.metrokc.gov/trade](http://www.metrokc.gov/trade), with links to other sites, enabling the user to plug into other resources.

Still, for some companies, trade is simply not a priority or too low on the priority list to incur the effort or the risk. For those business owners who question their in-house capacity



King County's Internal Coordinating Committee for WTO meets biweekly to update the fiscal, security and emergency management strategies for King County.

to expand or lack the specialized knowledge necessary for international trade, Thomas' office and the Trade Board worked together to create a valuable self-assessment tool, “Playing the Trade Game,” that helps them identify whether they're ready to trade (see page 15). Printed in brochure form, the simple eight-step assessment has led to educational partnerships such as one with Highline Community College that matches each step with course offerings and international business training.

Besides helping small and mid-size businesses enter the international marketplace,

Thomas and the Trade Board have another goal: promoting King County as a good trading partner. When a Trade Board member —

himself a small business owner — returned from an international trip, he pointed out that local trade was prominently promoted in every airport he had passed through. Yet nothing “spoke” to international visitors traveling through Seattle-Tacoma International Airport about the opportunities for local trade here. That soon changed. Acting on a Trade Board recommendation, Thomas convened a partnership between local government and local businesses — specifically AK Media/Airport and Color One — resulting in five dramatic trade oriented posters and signs throughout Sea-Tac Airport. Now visitors and residents alike can see and read the message that “King County is a Trade-Friendly Place to Do Business.”

## 1998 King County Apprenticeship Report Available

King County's Business Development and Contract Compliance Division has published its 1998 Apprenticeship Report, detailing the performance of the

County's apprenticeship program on selected public works projects in 1998, and the County's actual experience in attaining its goals.

“This report will serve as a comparative starting point for subsequent annual updates,” said Division Manager Phyllis Alleyne. “The significant inclusion of women and men of color into the construction trades is one of the highlights of the County's Ap-

prenticeship Program in 1998.”

Women and minorities performed 68 percent of all apprenticeship training labor hours in 1998. Minority males accounted for 41 percent, while women represent 27 percent of all apprenticeship training hours.

In 1998, eleven public works projects and construction contracts, representing more than \$41 million, were subject to the County's Apprenticeship Ordinance.

To receive a copy of the 38-page Apprenticeship Program 1998 report, please call 206-684-1330.

# New bonding & financial assistance program

King County Business Development and Contract Compliance Division plans to develop a Small Contractor Bonding and Financial Assistance Program in 2000.

The new program will assist small firms, particularly those in the construction industry, that need surety bonding, working capital and other financial assistance to support their performance. According to Manager Phyllis Alleyne, "We are trying to address a long-standing problem — one that arises in every discussion of how to assist small

contractors. The County wants to see what kind of help is available and to make a serious attempt to do something positive on bonding and financial assistance. Our regional partners at the City of Seattle, Sound Transit and the Port of Seattle are facing the same challenge and have expressed an interest in joining this effort."

The program will target current gaps in financial services to small, disadvantaged businesses, identify the barriers they face in accessing surety bonds, analyze their need for

and access to working capital and other financial services, and devise remedial plans and strategies to benefit these businesses.

Several consultants have expressed an interest in the project and are expected to respond to the Request for Qualifications. An evaluation team will identify those that will be invited to submit program proposals. Proposals will be due in mid-November, with the program to be implemented in January 2000.

## Are you prepared?

**T**he clock is ticking with less than three months until the new millennium strikes! Yikes! Y2K looms ahead . . . and ignoring it won't make it go away.

As a small business owner, you may think your company is not technologically advanced enough to be affected by the Year 2000, yet you could face disruption of everything that uses a computer chip: machine controls, time keeping systems, communications, security systems and more. No one is absolutely sure what the damage might be, but taking steps now is good insurance that will protect you against interruptions, confusion and the potential loss of business to a competitor who's on top of the Y2K problem.

The Small Business Administration (SBA) offers good advice and excellent resources to help you treat Y2K as a business and management issue just like the host of others you face on a daily basis. Their main advice is to take action now! Here's how to get started:

- 1) Conduct a self-assessment. Determine the compliance of all computer hardware and software, including any electronic equipment that uses date-sensitive, embedded computer chips.
- 2) Talk to your suppliers and distributors and make sure they're serious about Y2K readiness and are working toward being Y2K compliant.
- 3) Create an action plan that includes information gathering, planning, fixing and testing. Consider hiring a computer consultant to assess your software and correct any problems. Once repairs are made, test and re-test.
- 4) Develop a contingency plan.
- 5) Stay informed. What you don't know about Y2K can hurt you. Visit Y2K websites — the SBA website is a great place to start.

You still have time to prepare for — and prevent — any problems that might disrupt or jeopardize your business, so start today! Bring in the new millennium with celebration, not chaos!

### What's in a name?

King County's Minority/Women Business Enterprise and Contract Compliance Division is changing its name to the Business Development and Contract Compliance Division. The new name reflects changes due to the passage of I-200 and better reflects the Division's focus — business development and outreach. Among other responsibilities, the Division will implement the "Boost" Program, a consortium of King County, the City of Seattle, the University of Washington, the Port of Seattle and the Seattle School District.

ensure fairness in the award of public and private contracts **throughout King County**. This ordinance is modeled after existing ordinances for employment and housing. Upon receipt of a duly filed complaint, the Office of Civil Rights and Enforcement would conduct an investigation, make a finding, work with parties to resolve the complaint and modify the practice that is the subject of the complaint. The ordinance provides for a private right of court action without the need for the complainant to first exhaust this or any other available administrative remedy.

The **“Boost” ordinance** would establish an incentive program to promote the use of small, economically disadvantaged firms as contractors, subcontractors, consultants, vendors and suppliers on County

projects. Size and wealth criteria for **“Boost”** eligibility will be the same as existing SBA and DBE standards. Eligible firms will be identified through a **“Boost”** certification based on at least one of three additional criteria:

- The firm's headquarters and principal place of business are located within King County;
- The owner completes at least 15 hours per year of business development training in an accredited program approved by King County;
- The firm's headquarters and principal place of business are within an economically distressed target area of King County.

**Contracting Practices Review and Update** encourages exploration

of strategies used in other jurisdictions and implementing those contracting practices that have been proven most effective in creating opportunities for small firms, while minimizing the administrative complexities of the contracting processes.

**Business Development** seeks to address those areas of contracting and general business activities that distinguish between a successful enterprise and other firms. In this element, the County will pursue initiatives related to bonding and financial assistance, technical assistance and mentoring. The County will identify community based organizations and trade associations with programs in these areas and coordinate with them in this effort.

## Trade: We're in the right place at the right time

**T**he number of small and mid-size companies in King County is increasing rapidly — more than 26 percent since 1990 — and now number well over 65,000. These firms employ more than 682,000 people.

Fewer than 20 percent of these businesses are involved in international trade, although they represent close to 13,000 local businesses and take in \$10.7 billion in revenue each year. Fully one-third of Washington state's exports come from these businesses.

The potential is virtually limitless for expanding local job growth among a broader group of businesses through global two-way trade. Certainly, a large segment of the new jobs created in King County in the near future will be tied to international markets. Consider:

- King County is Washington's most populous county and the 12th largest in the US.
- Washington is the country's most trade dependent state on a per capita basis.
- Washington state's trading base is remarkably varied and includes

fishing, farming, lumber, high-tech, bio-tech, processed food, and of course, aircraft.

- By 2005, one in three jobs in Washington state will be tied to two-way trade.
- Trade related jobs pay an average of 50 percent above the overall state average.

Liz Thomas sees the WTO as a tremendous opportunity for small and mid-size businesses. “This is the Olympics of trade,” she says, “with many players and issues to be negotiated.”



# One-stop assistance center for women

**“T**ell me what you need and want — and why.” That’s often the first thing Ruth Ann Halford

asks when she sits down with a client at the Women’s Business Center. “It’s usually money,” says Halford, Vice President and Business Assistance Officer of Community Capital Development and Director of the Women’s Business Center. But it might be office space, company size, location, marketing, or human resources issues.

Created just two years ago on the premise that there are gender-based challenges and obstacles that must be tackled in order to level the entrepreneurial playing field, the Center serves women at all stages of the business experience. Services include training, mentoring and education for current and aspiring women business owners — everything from help with applying for a business loan to opening a new branch of an established business.

“We’ve worked with clients with less than a high school education, some who are immigrants and refugees, hoping to start a craft or home-based child care business. We also serve clients with graduate degrees, women who are seasoned entrepreneurs expanding businesses such as employment agencies, restaurants, publishing houses or manufacturing plants,” says Halford. “Often skilled professionals know their field, but not necessarily how to market it or set up a payroll system.”

## Technical Assistance

For women just starting out, Halford and her staff not only analyze the feasibility of a new business idea, but help the prospective owner write a business plan. They work as a team every step along the way, through preparing a loan application, finding a lender, and even helping to identify a mentor company in the business community.

“Let’s say a woman comes in with an idea to open a neighborhood child care center,” Halford says. “She’d need to find the space, renovate it, then buy all new furniture, fixtures, equipment, computers — every-



PHOTO - pg 5: Women’s Resource Center’s Ruth Ann Halford, right, strategizes with small business owner XXXXXXXX.

thing. We’d explore options with her, and might suggest a less costly start-up such as operating the business out of her home until it got on its feet. We’d also refer her to an organization like Childcare Resources that could help her with the licensing requirements.”

Existing business owners wishing to expand might come to the Center for help writing a marketing plan, making staffing decisions, designing new product introduction strategies or even preparing to sell the business.

## Education and training

Seminars and classes are the heart of the Women’s Business Center. From marketing to financial planning, operations management to Internet use, the Center’s class offerings are hands-on and address all aspects of running a business. “Our seminars are getting more and more industry-specific,” says Halford. “For example, a recent series for women involved in clothing manufacture included classes on competition, sourcing materials, construction, using reps, checking credit on customers, marketing and risk management. In the retailing seminar, we cover how to attract and keep customers, inventory

management and product display.” Halford is planning future seminars for restaurateurs, alternative medical practitioners and artists who sell their works.

Classes in the basics also are offered, from computers to cash flow management and understanding of financial statements. Classes are small, reasonably priced and men are always welcome.

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## The Women’s Business Center

1437 South Jackson, suite 301  
Seattle, WA 98144  
206-325-9458  
206-324-4322 fax  
wbc@seattleccd.com

Tuesday, Wednesday, Thursday  
9 a.m. - 7 p.m.

Monday and Friday  
9 a.m. - 6 p.m.

Twice a month orientation sessions on WBC classes, counseling, loans.  
2nd Tues, 9-10 a.m., 4th Thurs, 6-7 p.m.

# M/WBE participation strengthens Kingdome success

**T**he corn starts popping in the wee hours of the morning and the poppers run nonstop for hours. The fluffy corn goes into five foot tall bags that are loaded onto pallets, and delivered — still warm — by truck to the Kingdome. Another game day in the life of a WBE vendor. . . .

When you tuck that tomato slice and lettuce leaf into your Kingdome burger, you probably aren't thinking that the Kingdome's produce vendor is an MBE.

But the Kingdome's M/WBE vendor program has been one of the stadium's many success stories. Since 1987, Gary Atchison has been King County's Event Services Contract Officer there. He oversees the contract with Ogden Entertainment that runs Kingdome concessions: food, beverage and novelty sales.

Thirteen years ago, there were no M/WBE vendors at the Kingdome. Complicated marketing partnerships with professional teams, along with a successful "branded food program" that appeals to the fans, tend to work against hiring small businesses as vendors. For example, partnerships with popular Pizza Hut, El Restaurante (Nalley's), TCBY, Sparkletts or Dreyers Ice Cream meant that providing those products was already a done deal. Ogden had originally hoped to purchase beer through an MBE distributor, but found that the industry was serviced by territory.

With many of the "big items" already contracted for, the challenge to meet the County's M/WBE utilization goals was one that Ogden Entertainment took seriously. Where would they find the M/WBE products and services to satisfy a 10 percent minority and 5 percent women-owned business goal for concessions?

Enter Brien Chow of RB Specialties, himself an MBE. Ogden Entertainment hired the consultant to seek out qualified companies, help get them certified as M/WBEs, and assist them through the process of bidding and servicing Ogden. "Before "one-stop" certification from the state, the certification requirements for King County were different from the City's, and both were different from the State's," says Chow. "The process involved countless forms, inspections, and a lot of work — in all a process that could take three to four months. Ogden wanted a team assembled within six months. Brien Chow was a busy man.

As a "food headhunter," Chow has been successful in signing many M/WBEs for the Ogden "team" over the years. "We've been aggressive in our commitment to continue and expand the M/WBE program," says Rich Welfringer, Ogden Entertainment's Kingdome General Manager. "And we're proud that the Kingdome is the first stadium in the country to actively recruit minority and women owned businesses as vendors."

"Everyone has come out a winner," says Atchison.

"More than 40 M/WBEs have gained access to the Kingdome. The fans enjoyed quality food and services. And to date, Ogden has satisfied 114 percent of its MBE goal and 89 percent of its WBE goal — representing \$9 million in revenue to M/WBE companies over 13 years."

"The program has really helped to 'grow' some local small businesses," says Atchison. "We felt it was important that our vendors represent the Seattle community, so Brien has worked with companies such as Perry Ko's, Seattle Super Smoke and Ezell's Fried Chicken." Atchison laughed, "But the Kingdome wasn't built with barbecue in mind. A shortage of vents ruled out indoor grilling."

Several M/WBE vendors have been on contract since 1987. Food products have included cookies, kosher hot dogs and meat products, popcorn, peanuts and caramel corn. Paper products and office supplies also come from vendors in the program, as well as catering services and flowers for the Kingdome's 47 luxury suites and the Top of the Dome Buffet.

Temporary staffing is another challenge for a multi-purpose stadium that boasts continuous, year-round entertainment. "We employ from 500-1000 people on a given day," says Atchison. Although turnover is relatively low, "we've continued to recruit employees from the community and local job fairs."

The successful partnership between the Kingdome, Ogden Entertainment and RB Specialties will end with the impending demolition of the Kingdome to make way for the Seahawks new stadium.

## The implosion: What next?

The Kingdome will close after the final Seahawks game on December 26, unless playoff bids take the team into January (which we all know will happen!).

Many Kingdome employees and M/WBEs hope to work in the new football stadium, but it's not a seamless roll-over: King County is getting out of this business.

But wait! Who's that fellow walking back and forth in front of the new stadium carrying a sign? It's Brien Chow - and the sign says WILL HEADHUNT FOR FOOD!

The Kingdome. It's been a great game — for the County, for the fans, for the community and for the M/WBE's who have been a part of it.

## Loans and financial assistance

"Typically, people call us when they need money," says Halford. "We are not a lending institution, but through our affiliation with Community Capital Development, the Center has access to several loan funds, including an in-house fund for businesses in the City of Seattle, the SBA Pre-qual Program and the State's Department of Community Trade and Economic Development Child Care Loan Fund." Many new business owners need help understanding what a lender is looking for, and sometimes funding isn't the only answer. Maybe they've been turned down for a loan or simply don't qualify. The Women's Business Center refers women to banks as well as less traditional funding sources and will help them

determine the amount they really need. Entrepreneurs frequently misjudge that and tend to spend too much for fixed assets up front, allowing too little for working capital. Sometimes there are cheaper ways to reach the same goal." Halford also notes, "It's important to identify where the business is located, since several funding sources have geographic boundaries."

The Women's Business Center is a cooperative agreement with the SBA to establish and expand programs assisting women business owners. Part of a national network, it is linked to the SBA's On-line Women's Business Center ([www.onlinewbc.org](http://www.onlinewbc.org)), a free, interactive website.

## Bulletin board

### How to reach the **sponsors of training opportunities listed in Bulletin Board:**

Bellevue Community College - 425-643-2888  
Child Care Resources (CCR) 253-852-1908 x200  
Internal Revenue Service (IRS) 206-220-5776  
King County (KC) 206-205-0713  
Renton Technical College - 425-235-2352  
SBA Business Enterprise Center (SBA) 206-553-7320  
Seattle Central Community College (SCCC) 206-587-5448  
Service Corps of Retired Executives (SCORE) 206-553-7320  
Shoreline Community College (SCC) 206-546-4562  
South Seattle Community College (SSCC) 206-764-5339

## UPCOMING CLASSES & WORKSHOPS

Protecting the Seattle-King County Environment - Vendor Solutions!!

Wednesday, November 3, 8:30 a.m. to 4 p.m.

Seattle Center: Flag & Seattle Pavilions

This vendor trade show gives local businesses an opportunity to showcase their environmentally friendly products and services to City of Seattle and King County employees.

Approximately 1,500 City and County employees, as well as employees from 38 other suburban cities, have been invited to come and learn more about you, your company, your products and services. Make contact with the key City and County personnel who make purchasing decisions. No samples or giveaways may be distributed — only printed information.

Cost: \$100 per exhibitor. The show will feature 160 - 8' X 10' booth spaces.

Contact: Julie Holbrook, 206-684-4525, fax 206-684-

4522, or [julie.holbrook@ci.seattle.wa.us](mailto:julie.holbrook@ci.seattle.wa.us).  
Produced by the City of Seattle's Copernicus Project, in partnership with King County.

## SBA WOMEN'S BREAKFAST ROUNDTABLE

### **This management series includes training and in-depth breakout presentations.**

Nov. 12 Award Winning Customer Service

7:30-10 a.m. at the U.S. Business Administration's Business Enterprise Center, 1200 6th Avenue, Seattle. \$15 includes continental breakfast (discounts for multiple sessions).

To register, contact Carol McIntosh at (206) 553-7315 or [carol.mcintosh@sba.gov](mailto:carol.mcintosh@sba.gov).

## CERTIFICATION WORKSHOPS FOR MINORITY AND WOMEN-OWNED BUSINESSES

Certification provides unique bidding and contracting opportunities. Attend one of these free workshops to learn more.

Wednesday: November 17.

10 a.m.-12 noon

SSCC Duwamish Industrial Education Center

6770 East Marginal Way S., Seattle

Pre-registration is required. Please call (206) 764-5375.

## WOMEN'S BUSINESS CENTER ORIENTATION

2nd Tuesday of each month, 9 a.m.

4th Thursday of each month, 6 p.m.

1437 South Jackson Street (at 16th Ave.)

Learn how to get help with writing a business plan, analyzing new ideas, developing marketing strategies,

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# Bulletin board

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creating financial statements, preparing loan applications and contacting mentors. Free.

Contact: MyLam, 206-325-9458

## FINANCIAL STATEMENTS: A SERIES FOR THE SMALL BUSINESS OWNER

November 4: Statement of cash flow; cash management

November 18: Break-even analysis; personal financial statements; accounts receivable aging

December 2: Financial proposal development

December 9: Financial proposals, continued; putting it all together.

6:30 - 9 p.m.

The Women's Business Center

1437 South Jackson Street (at 16th Ave.)

Learn to interpret financial statements, use financial data as a management tool, identify red flags and understand what your lender is looking for.

\$18 per session

Contact: MyLam, 206-325-9458

## FREE SBA LOAN BRIEFINGS

Thursdays: Nov. 18, Dec. 16, 12 noon-1 p.m.

SBA Business Enterprise Center

1200 Sixth Avenue, Suite 1700 in downtown Seattle.

Learn more about your financing options. The U.S.

Small Business Administration is the largest source of long-term small business financing in the nation. Loans are made by private lenders and a percentage of the loan amount up to \$750,000 is guaranteed by the SBA.

## BUSINESS BASICS

### SMALL BUSINESS WORKSHOPS

Sponsored by the Service Corps of Retired Executives (SCORE) and the U.S. Small Business Administration

These workshops are held from 8:15 a.m.-4 p.m. at the Park Place Building, 1200 Sixth Avenue, Suite 1700. Pre-register for \$45 (\$55 at the door); fee includes lunch. Call 206-553-7320 to register.

Building a Business Plan

Saturday, Nov. 20; Wednesday, Dec. 8

Starting a New Business

Wednesday, Nov. 3 & Saturday, Dec. 4

How to Raise Money

Thursday, Dec. 2

Marketing and Sales for Small Business

Wednesday, Dec. 1

Home Based Business

Wednesday, Nov. 10

International Trade

Thursday, Nov. 4

## ASSOCIATED BUILDERS & CONTRACTORS (ABC)

ABC offers ongoing networking events and classes. Call 425-646-8000 for information or a full schedule of classes. Breakfast Round Tables are 7:30-9 a.m. and cost \$16, which includes class and breakfast.

North End Breakfast Round Table

Thursdays: Nov. 18, Dec. 16

Holiday Inn, Everett

South End Breakfast Round Table

Thursdays: Nov. 11, Dec. 9

LaQuinta Inn, Tacoma

## COMMUNITY COLLEGE CLASSES

### RENTON TECHNICAL COLLEGE (RTC)

Call (425) 235-2552 for start dates & times or to register.

Small Business Accounting

How to Start & Run a Business with Maximum Smarts & \$\$\$\$\$

### SEATTLE CENTRAL COMMUNITY COLLEGE (SCCC)

Computer classes for Fall Quarter 1999. Call 206-587-5448 for information and 587-2955 to register. Each class offering meets three times.

Introduction to Windows 98: various dates and times, Nov. 1- Nov. 15, \$90.00

Introduction to Excel 97: various dates and times, Nov. 2- Nov. 16, \$90.00

Introduction to Powerpoint 97: various dates and times, Dec. 2-Dec. 16, \$90.00

Access 97: various dates and time, Nov. 3- Nov. 17, \$90.00

Introduction to the Internet: Nov. 18 (one session only), \$30.00

Introduction to Web Page Design: various dates and times, Nov. 1-Nov. 15. \$90.00



### ON-LINE Computer Classes

Students must have internet access for these classes. Each class consists of six on-line meetings, \$50 each class. Call SCCC for start dates.

- Windows File & Disk Management
- Quickbooks Quicken
- Introduction to PC Troubleshooting
- Introduction to the Internet
- Creating Web Pages
- Advanced Web pages
- Creating Web Graphic
- Java Programming for the Web
- CGI Programming for The Web
- FrontPage 98
- MS Word
- Excel
- Access

On-line Microsoft Certified Systems Engineer Course  
One year to complete course.

Start dates: beginning of each month. \$2450

### SOUTH SEATTLE COMMUNITY COLLEGE (SSCC) SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Improve your profitability and stimulate economic growth with a variety of classes, short-term training opportunities and one-on-one consultation for small business owners and entrepreneurs. Technical assistance addresses critical issues impacting operational efficiency, business planning, marketing research, organization and structure, accounting and finance, and purchase or sale of a business. SBDC programs are designed for both business start-ups and established small businesses to help them develop the skills required to successfully compete in a global economy. For more information, call (206) 768-6855.

### BUSINESS CLASSES FOR START-UPS

Presented in partnership with Community Capital Development and the Seattle Housing Authority.

Thursdays, 6 - 9 p.m.

Holly Park Family Center, 6734 35th Avenue S.

Contact: Michelle Jones, 206-721-8805. *Call for dates.*  
Courses include:

- Are you entrepreneur material?
- Developing your business concept
- Business start-up options I
- Business start-up options II
- Business fundamentals
- Market research & analysis
- Marketing strategies
- Understanding budgets & financials
- Raising the money
- Getting started & managing the future

### SATURDAY AND EVENING COMPUTER WORKSHOPS

Designed for small business owners, manufacturers and their employees, these workshops include computer software applications from beginning to advanced. Catapult™ training materials are used; practice disk included. Call (206) 764-5339 for schedules, costs and class listings.

### ONGOING RESOURCES

#### TRANSPORTATION PROJECTS ON COUNTY WEB SITE

Visit [www.metrokc.gov/kcdot/dot98con.htm](http://www.metrokc.gov/kcdot/dot98con.htm) for a list of active 1999 road, bridge and transit projects in King County. Includes scope of work, budget and contact information for the supervising engineer or project manager.

#### FREE HANDBOOK

Call for your free copy of the 1999 edition of How to Do Business with King County, originally distributed at Celebrate Success. (206) 684-1330.

#### “WELFARE TO WORK” INITIATIVE

If you're looking for qualified employees, consider the U.S. Small Business Administration's Welfare to Work program. It enables workers to take pride in good jobs that allow them to support their families, while your business benefits from financial incentives to hire welfare recipients:

- \* Work Opportunity Tax Credit. up to \$2,400 for each certified, eligible worker hired.

- \* Welfare-to-work Tax Credit. maximum credit of \$3,500 per eligible employee after the first year and \$5,000 after the second year.

- \* On-the-Job-Training. reimbursement for up to 50% of wages during a formal OJT approved by Washington Employment Security.

To learn more, contact Carol McIntosh at the Seattle SBA office at (206) 553-7315 or [carol.mcintosh@sba.gov](mailto:carol.mcintosh@sba.gov), or check out the SBA Web Site at [www.sba.gov/welfare](http://www.sba.gov/welfare).

#### USDOT Web Site and FAX Services

Services offered through the USDOT Office of Small and Disadvantaged Business Utilization are listed on [osdbuweb.dot.gov/sitemap.html](http://osdbuweb.dot.gov/sitemap.html). USDOT's fax-on-demand service provides detailed forecasts of direct procurements. Call 1-800-532-1169.

PRO-Net is the U.S. Small Business Administration's Procurement Marketing & Access Network, an on-line,

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interactive, electronic gateway of procurement information. PRO-Net makes small business profiles available to federal, state, and local government contracting officers, as well as to private-sector businesses looking for contractors, subcontractors, teaming arrangements or partnerships. PRO-Net provides a link to procurement opportunities for small businesses, a search capability for identifying registered firms for future solicitations, and an Internet connection with world wide web and e-mail capabilities. Registration is open to all small firms, and there is no cost to register or use the system. Visit <http://pronet.sba.gov>.

### PLANNING AN EVENT?

If you are planning a conference or other event geared toward small businesses, avoid a conflict by checking the regional M/WBE calendar. Call King County Contract Compliance Specialist, Rita Lee, at (206) 263-4592.

### WTO EVENTS

Liz Thomas, head of King County's Office of Trade, works with a Business Outreach Committee that is a virtual who's who from 50 business organizations, chambers of commerce, consuls, and trade and economic development organizations. They have planned an impressive series of events prior to and during the WTO meetings, all geared to small and mid-size business owners and employees. We list some here; for a complete listing, please call 206-296-7380. Most events are free or priced to cover the costs of refreshments.

#### The Art of Trade

Nov. 18-Dec. 10, site pending

An exhibit highlighting the role of trade in global art production. Art from local galleries, museums and private Seattle collections will be displayed, and works will showcase the efforts of trade organizations such as women cooperatives, micro-enterprises and craft organizations.

Contact: Therese Kunzi-Clark, 206-296-7421.

#### Play: A Map of the World

Nov. 27-Dec. 12, Moore Theatre

Humorous play by David Hare set against the background of a UNESCO conference shows the necessity of cultural understanding and global trade. Sponsored by BRIDGES, the International Repertory Theatre of Seattle.

Contact: Aaron Levin, 206-526-2466.

#### Building Global Relationships for Local Business Success

Mon., Nov. 29, 11:30 a.m.-1:30 p.m., Sheraton Hotel

A round table discussion and Q&A, part of the Time to Talk: Forums on Race Series sponsored by the Urban

Enterprise Center and Greater Seattle Chamber of Commerce.

Contact: Herman McKinney, 206-389-7231 or [hermanm@seattlechamber.com](mailto:hermanm@seattlechamber.com).

### African Day Business Forum

Mon., Nov. 29, 7-10 p.m., Seattle University's Piggott Hall

Welcome reception sponsored by the African Chamber of Commerce of the Pacific Northwest in cooperation with Washington International Business Network, Table 100, Highline Community College, North Seattle Community College Trade Institute.

Contact: Peter Gishuru, 206-956-3181 or [pgishuru@aol.com](mailto:pgishuru@aol.com)

Mon., Nov. 29-Fri., Dec. 3, 11:30 a.m.-1:30 p.m., Space Needle

*European-U.S. Trade Issues and WTO*: daily briefings by the Council of European Chambers. Luncheon for businesses, chambers and the public.

Contact: Malte Kleutz, 206-352-9020 or [northwest@wtravelers.com](mailto:northwest@wtravelers.com)

European Union Trade Forum

African Day Business Forum, Briefings and Trade Show

Wed., Dec. 1, 8 a.m.-10 p.m., Seattle University's Piggott Hall

Speakers include ambassadors, The U.S. Trade Representative and local officials.

Contact: Peter Gishuru, 206-956-3181 or [pgishuru@aol.com](mailto:pgishuru@aol.com)

India, Trade Opportunities and WTO

Thur., Dec. 2, 6:30-10 p.m., University Plaza Hotel

Reception and dinner with guest speakers Ambassador Naresh Chandra and Congressman Jim McDermott. Sponsored by the Indo-American Friendship Forum.

Contact: Jagdish Sharma, 425-489-0510 or [jagdish.p.sharma@boeing.com](mailto:jagdish.p.sharma@boeing.com).

A Salute to Small Business & Asian Pacific Trade

Fri., Dec. 3, 10 a.m.-8 p.m., The Westin Hotel

*WTO in Review* - business outreach and trade education panels, speakers, reception. Sponsored by the Coalition of Chambers for Asian Pacific Trade.

Contact: Damian Cordova, 206-553-7170 or [damian.cordova@mail.house.gov](mailto:damian.cordova@mail.house.gov).



# Tuesday, November 9, 1999

8 a.m. to 12 noon

King County International  
Airport/Boeing Field

Special Events Center  
7233 Perimeter Road  
Seattle

Panel Discussions:

- Architecture & Engineering
- Construction/Purchasing
- General Consultant



## Networking

# KING COUNTY INFOTREK

**Come join us for an  
informative session  
on how to do  
business with King  
County and learn  
about services  
available through  
our sponsoring  
organizations.  
Topics include:**

- **King County's Upcoming Contracts**
- **How to Get Support to Run a Successful Business**
- **The importance of Networking**
- **The Proposed "BOOST" Program**

**In Sponsorship with:**

Greater Seattle Chamber of Commerce  
Urban Enterprise Center  
Northwest Minority Supplier Development Council  
Seattle Minority Business Development Center  
Women's Business Center

For more information or special accommodations  
Contact: 206-684-1330 or 684-4684  
Seating is limited





## Upcoming contracts

The following list presents available information on contracts King County expects to advertise over the next several months.

Because scope of work or estimated value may change by the time contracts go out for bid or proposal, King County provides three ways for you to keep up to date on goods and services currently being advertised:

- In print, see the *Seattle Daily*

*Journal of Commerce*, Thursday's *Seattle Times* or minority-owned publications.

- By phone, call the county's 24-hour contract information lines.

- On the Internet, access King County's home page.

Business Development compliance specialists can provide general information about contracts in their specialties and may be able to refer

you to project staff for technical information. Details about road, bridge and transit construction projects are available on the Internet at [www.metrokc.gov/kcdot.dot98con.htm](http://www.metrokc.gov/kcdot.dot98con.htm).

See the last page for county telephone numbers and the home page address

Consulting	Description and source	Estimated value (if known)	Expect to advertise	Compliance specialist
<b>Public involvement</b>	Provide paratransit services for the ACCESS Transportation Program; Transit	\$5,000,000	4th qtr. '99	Winston
<b>Environment</b>	Study reforestation of the west buffer at the Cedar Hills landfill; CIP 013327; Solid Waste, Natural Resources	\$10,000	—	Alexander
	Provide design services for the Preston Mill Master Plan; Construction and Facility Management	\$183,426	4th qtr. '99	Franklin
<b>General Construction</b>	Construct three-sided metal building in Renton, Consolidated Office and Repair facility, King county Road Maintenance, to cover an existing wash rack.	\$35,000	4th qtr. '99	Alexander
	Construct replacement scalehouse and a standby generator, make safety improvements at the First N.E. transfer station.	\$600,000	4th qtr. '99	Alexander
	Enlargement of tunnel at Renton transfer station	\$100,000	4th qtr. '99	Alexander
	Bow Lake pit repair. Install entry gate to control access.	\$200,000	4th qtr. '99	Alexander
	Additional heating controls for courtrooms, misc. HVAC at Kent Regional Justice Center	\$160,000	4th qtr. '99	Franklin
	Enumclaw Parks Pool Rehabilitation	\$38,376	4th qtr. '99	Franklin
	Ballfield rehabilitation at various sites (Dream of Fields)	\$203,000	4th qtr. '99	Franklin
	Communications Center Construction Management		4th. qtr. '99	Franklin
	Medical Examiner's roof at Harborview		4th '99-1st qtr. '00	Franklin
	Repair or replace South Magnolia outfall.	\$1,000,000	4th qtr. '99	
	Exterior lighting improvements at the West Point Treatment Plant	\$25,000	4th qtr. '99	Winston
	Replace odor control units at various East offsite stations.	\$100,000	4th qtr. '99	Winston
	Construct the final phase of the South Interceptor (approx. 16,000' of 108" diameter reinforced concrete pipe).	\$40,000,000	4th qtr. '99	
	Yesler Building window replacement; Construction and Facility Management	\$715,000	4th qtr. '99	Franklin
	Cedar Hills Health Clinic renovation; Construction and Facility Management	\$115,000	4th qtr. '99	Franklin

Remodel reception area of King County Jail; Construction and Facility Management	\$100,000	4th qtr. '99	Franklin
Remodel Assessors Office in Courthouse; Construction and Facility Management	\$225,000	4th qtr. '99	Franklin
Remodel Harborview Hospital Medical Examiner loading dock and administrative space; Construction and Facility Management	\$180,000	4th qtr. '99	Franklin

Continued on next page



	Description and source	Estimated value (if known)	Expect to advertise	Compliance specialist
<b>General Construction</b>	Remodel White Center Public Health facility to include a dental clinic; Construction and Facility Management	\$340,000	4th qtr. '99	Franklin
	Replace scale house and standby generator at First NE transfer station. Safety improvements. CIP 013092; Solid Waste, Natural Resources	\$400,000	4th qtr. '99	Alexander
	Cedar Hills West forest buffer; CIP 013327; Solid Waste, Natural Resources	\$91,000	—	Alexander
	Cedar Hills manifold repair as required; CIP 013328; Solid Waste, Natural Resources	\$1,050,000	—	Alexander
	Aurora Village HUB—Develop a transit center to increase number of bus loading bays and facilitate transfer activities, and enhance passenger facilities. Also serves as a connection between Community Transit and Metro patrons; Transit, Transportation	\$1,500,000	4th qtr. '99	Winston
	Bus Zone Improvements—improve passenger amenities such as bus shelters, benches, lighting, landing pads, and curb ramps to improve passenger safety, comfort and accessibility. Approximately 150 site improvements; Transit, Transportation	\$500,000	2nd qtr. '00	Winston
	Duvall Park-and-Ride—Construct or improve joint use parking lots to serve as park-and-rides. Projects include site development, storm drainage management, sidewalk improvements, passenger facilities, landscaping and lighting improvements; Transit, Transportation	\$100,000	1st qtr. '00	Winston
	S. Interceptor Parallel—Phase III	\$200,000	1st qtr. '00	Winston
	Swamp Creek Trunk Extension	\$200,000	1st qtr. '00	Winston
	Boeing Creek Trunk H2S Repair	\$250,000	1st qtr. '00	Winston
	Tunnel Maintenance Access Provisions—provide safe access to various lighting and security equipment. Areas include high ceilings and escalator runs where normal maintenance practices are inadequate. Special lifting anchorages, scaffold brackets will be installed. The work will also include modifications to make partitions and canopy sections removable to allow for use of existing personnel lifts and hoisting equipment; Transit, Transportation	\$60,000	4th qtr. '99	Winston
	Atlantic Base Fuel and Wash Building Heater Replacement—Replacement of 20-year heating system in fuel/wash building with new equipment to improve performance and operating efficiency; Transit, Transportation	\$150,000	2nd qtr. '00	Winston
	South base sewer lift station pump replacement	\$125,000	1st qtr. '00	Winston
	Transit base hydraulic lift replacement	\$4,000,000	2nd qtr. '00	Winston
<b>Fencing</b>	Enhance security at various district Courts and precincts, Construction and Facility Management	\$85,000	4th qtr. '99	Franklin
	Remodel King County Jail electronic security systems: Construction and Facility Management	\$1,200,000	4th qtr '99-1st qtr. '00	Franklin
<b>Roofing</b>	Administration Building roof replacement; Construction and Facility Management	\$150,000	4th qtr. '99	Franklin
	Bellevue Base re-roofing	\$100,000	2nd qtr. '00	Franklin
<b>HVAC</b>	Replace Courthouse HVAC chillers and towers; Construction and Facility Management	\$1,400,000	4th qtr. '99	Franklin
	Replace Administrative Building HVAC chillers and towers; Construction and Facility Management	\$1,000,000	4th qtr. '99	Franklin
	HVAC replacement and asbestos abatement on the Administration Building; Construction and Facility Management	\$450,000	4th qtr. '99	Franklin

Continued on next page

	Description and source	Estimated value (if known)	Expect to advertise	Compliance specialist
	Enhance facility HVAC for Dept. of Youth Services; Construction and Facility Management	\$457,618	4th qtr. '99	Franklin
	Upgrade HVAC systems at multiple District court and Precinct sites; Construction and Facility Management	\$600,000	4th qtr. '99	Franklin
	Kenmore Precinct HVAC replacement; Construction and Facility Management	\$303,000	4th qtr. '99	Franklin
	Alder Campus HVAC, security remodel, Dept. of Youth Services; Construction and Facility Management	\$1,080,000	4th qtr. '99	Franklin
	Atlantic Base HVAC replacement/system upgrade	\$2,000,000	1st qtr. '00	Winston
<b>Installation</b>	Install a new, onsite generator at the Kenmore pump station	\$850,000	4th qtr. '99	Franklin
	Install new programmable logic controllers in various Wastewater Treatment Division offsite facilities	\$1,100,000	4th qtr. '99	Winston
	Install cathodic protection on the East Channel siphon; Wastewater Treatment, Natural Resources	\$40,000	4th qtr. '99	Winston
	Install an isolation gate in the division channel at the West Point Treatment Plant; Wastewater Treatment, Natural Resources	\$60,000	4th qtr. '99	Winston
<b>Roads and Paving</b>	Replace hydraulic paving; Central Base; Metro Transit, Transportation	\$100,000	4th qtr. '99	Winston
	Cedar River Trail paving; Parks, Construction and Facility Management	\$200,000	4th qtr. '99	Lee
	King County Parks bridge and trail repairs; Parks, Construction and Facility Management	\$287,237	4th qtr. '99- 1 qtr. '00	Lee
	Construct secure parking facility at Sheriff's office, Renton; Construction and Facility Management	\$172,310	4th qtr. '99	Franklin
	Sammamish River Train paving; Parks CIP Construction and Facility Management	\$468,913	4th qtr. '99	Franklin
	SR 203 at Stephen St: Install traffic signal, change grade of Stephen St.	\$250,000	4th qtr. '99	Alexander
	103rd Ave SW: Install new stairway and retaining wall and widen shoulder for ADA access at the Vashon Heights parking lot	\$200,000	4th qtr. '99	Alexander
	80th Ave. S., 200' south of S. 124th to S. 122nd: Widening, curb, gutters, sidewalks, illumination & drainage.	\$300,000	4th qtr. '99	Alexander
	116th Ave. SE, Phase II, Petrovitsky: 0.5 mile N. of SE 168th; Interim safety improvements.	\$400,000	4th qtr. '99	Alexander
	Three park & rides: asphalt overlay.	\$1,500,000	2nd qtr. '00	Alexander
<b>Electrical</b>	Transit Tunnel Emergency Signage—Install illuminated signs at the five bus tunnel stations (Convention Place, Westlake, University Street, Pioneer Square, and International District) to improve communication to patrons that a station is temporarily closed. These signs will increase the safety and efficiency of tunnel operation for the public and Transit employees; Transit, Transportation	\$50,000 - \$150,000	4th qtr. '99	Winston
<b>Purchase and Maintenance</b>	Major Purchases Two 450 kW emergency generators	\$120,00	—	Winston

# PLAYING THE TRADE GAME



King County Office of Trade, Commerce  
and International Affairs  
KCI/A Boeing Field, P.O. Box 80245  
Seattle, WA 98108 USA  
(206) 296-7383, Fax (206) 205-8359

# For more information

Published by King County's Business Development and Contract Compliance Division, 821 Second Ave., M.S. 133, Seattle, WA 98104-1598. Telephone (206) 684-1330; fax (206) 263-4597.

**We invite your comments, story ideas and suggestions for improving this publication. Write or call Manager Phyllis Alleyne or send your e-mail to [phyllis.alleyne@metrokc.gov](mailto:phyllis.alleyne@metrokc.gov).**

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Manager: Phyllis Alleyne ..... (206) 263-4590  
Administrative Assistant: Sandy Hanks ..... (206) 263-3168

Administrative support .....  
Receptionist ..... (206) 684-1330

## Contract compliance specialists

Maurice Alexander ..... (206) 263-5263  
Keven Franklin ..... (206) 263-4593  
Rita Lee ..... (206) 263-4592  
Willie Winston ..... (206) 684-1373

## Apprenticeship

Robert Forgie ..... (206) 263-3168

If you do not know which of the above compliance specialists focuses on your type of contract, call 684-1330 for referral.

## County specialty registration

A&E and general consultant rosters ..... (206) 684-2024  
Transit vehicle-maintenance vendor list ..... (206) 684-2204  
Small public-works roster ..... (206) 684-1270  
Vendor bidders' list ..... (206) 263-3153

## State Office of Minority and Women's Business Enterprises

By telephone ..... (360) 753-9693  
By fax ..... (360) 586-7079  
By mail ..... P.O. Box 41160, Olympia, WA 98504-1160  
Online directory ..... [www.wsdot.wa.gov/omwbe/](http://www.wsdot.wa.gov/omwbe/)

## Current county contracts

Professional and construction hotline ..... (206) 684-1270  
Goods and nonprofessional/consulting hotline (206) 263-3153  
Online ..... [www.metrokc.gov/oppis/bidsprop.htm](http://www.metrokc.gov/oppis/bidsprop.htm)

## County specialty information

Purchasing M/WBE liaisons  
Exchange Building ..... (206) 263-5246  
Administration Building ..... (206) 296-4210  
Kingdome concessions  
Gary Atchison ..... (206) 296-3180  
Transit concessions  
Esther Alley ..... (206) 205-0717  
Motor pool fleet ..... (206) 296-6521  
Disability compliance  
Karen Ozmun ..... (206) 296-7705  
Minority Entrepreneurship Program and M/WBE loans  
Pablo Lambinico ..... (206) 205-0713  
King County Civil Rights Commission ..... (206) 296-7485

**King County Executive** Ron Sims ..... (206) 296-4040

## King County Council

Maggi Fimia, District 1 ..... (206) 296-1001  
Cynthia Sullivan, District 2 ..... (206) 296-1002  
Louise Miller, District 3 ..... (206) 296-1003  
Larry Phillips, District 4 ..... (206) 296-1004  
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Rob McKenna, District 6 ..... (206) 296-1006  
Peter von Reichbauer, District 7 ..... (206) 296-1007  
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King County is an equal employment opportunity employer.

### Prefix change

Please note that King County prefix 689 has changed to 263.



October 1999

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